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	July	August	September	October	November	December	
96 p vol	102,833	549,253	207,672	447,441	324,300	4,421	1,635,920
Plan A	July	August	September	October	November	December	
retail	-	-	117,046	23,009	87,847	-	
continuity	92,357	129,300	129,300	129,300	129,300	129,300	
coupons	-	100,452	-	106,547	-	-	
direct mail	-	172,910	2,344	133,616	144,169	-	1,626,799
	92,357	402,662	248,690	392,472	361,316	129,300	
Plan B	July	August	September	October	November	December	
retail	-	-	117,046	-	110,527	-	
continuity	92,357	86,667	86,667	86,667	-	-	
coupons	-	100,452	100,452	100,452	-	100,452	
direct mail	-	172,910	2,344	240,218	144,169	-	
	92,357	360,029	306,509	427,337	254,696	100,452	1,541,379

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